



## PRESS RELEASE

### SMD Powering New Solution from Global Leadership Development Provider

*Center for Creative Leadership's CCL Fusion to Use SMD for Employee Surveys, Assessments, and Analytics*

ATLANTA, Ga., (May 7, 2019) – [Strategic Management Decisions](#) (SMD), a results-focused employee survey and assessment company, is pleased to announce its partnership with the Center for Creative Leadership (CCL®), a top-ranked, global provider of leadership development. CCL Fusion, the first product released from its new Leadership Analytics Practice, will be powered by SMD's technology and supported by its analytics experts.

"We conducted a thorough selection process to ensure CCL Fusion is backed by a survey/assessment company that employs the highest level of analytical rigor and has a history of transforming survey insights into business impact," said Cheryl Flink, Global Director of Leadership Analytics at CCL. "We evaluated companies from the Silicon Valley to the East Coast and all technology hubs in between, and it remained clear that SMD was the most versed in yielding a clear business impact for clients."

CCL recently launched its Leadership Analytics Practice to help companies achieve better outcomes and accelerate the return on their leadership development investment. The genesis of the new Practice was research by CCL, which showed that companies spend more than \$34 billion annually for outsourced leadership development—but 9 out of 10 CEOs feel the investment fails to produce a clear business impact.

CCL Fusion powered by SMD, is a cloud-based survey and assessment technology that identifies the cause-effect relationships between human resources data and business outcomes (e.g. revenue, costs, retention, etc.) via advanced analytics. By revealing the key business drivers, CCL Fusion allows leaders to choose the corresponding impactful actions in the tool, and ultimately work to improve the organization's most critical business outcomes.

Early adopters of CCL Fusion have achieved positive results. One example: CCL's deep-dive analysis helped one organization isolate a set of underperforming leader behaviors linked to costly staff turnover. By creating targeted improvement initiatives, the organization now has a roadmap for reducing staff turnover by 8%.

To learn more about the CCL new CCL Fusion solution, visit [here](#). To learn more about SMD, visit [smdhr.com](http://smdhr.com) or follow on Twitter ([@SMDHR](#)) and LinkedIn ([Strategic Management Decisions](#)). #SMDanalytics

#### ABOUT SMD

SMD is an employee survey and assessment company that delivers results, not just insights, via its patent-pending, cloud-based technology, [SMD Link](#). SMD identifies the cause-effect relationships between talent assessments and business outcomes to ensure the surveys translate into analytics-based, actionable ways that everyone down to the front line can work to improve specific business outcomes. Since the launch of SMD Link, more than 2,000,000 assessments have been conducted and analyzed on the platform. The platform includes assessments for hiring, employee engagement, and employee development (360). SMD clients include CommonSpirit Health, L'Oreal, EBSCO and Universal Health Services, Inc. [www.SMDHR.com](http://www.SMDHR.com)

**Media Contact:** Trisha M. Smith | 704-496-9186 | [trisha@centerspokePR.com](mailto:trisha@centerspokePR.com)